

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

August 21, 1997

RJR Account #442680  
M. Gandulla  
MOUNTAIN CANDY

**SEPTUMBER WINSTON B2GF CAP / PROMOTION #700927**

Dear Mark:

WINSTON regular product has been ordered (see quantities listed below), as well as 99 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. *(This includes 15 Displays to be shipped to identified WAM accounts)* All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	2
12300-11906	Light Box	6M	2
12300-11012	Full Flavor	12M	2
12300-11212	Full Flavor Box	12M	2

**PO #091597**

Product / Premium Arrival:

**September 15, 1997**

Ship Date to Retail:

**Week of: September 23, 1997**

SKU CUBE:

**2.5480**

SKU WT (w/o Product):

**8.2000 lbs**

Retail Sales Offer per Sku:

**20 units**

Billing per Sku:

**4 Full Price Cartons**

EFT \$ Amount:

**\$4,964.19**

Non-EFT \$ Amount:

**\$N/A**

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-2-  
B2GFP  
MOUNTAIN CANDY

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST  
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per five 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$184.80 (6.6 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: J. McLean

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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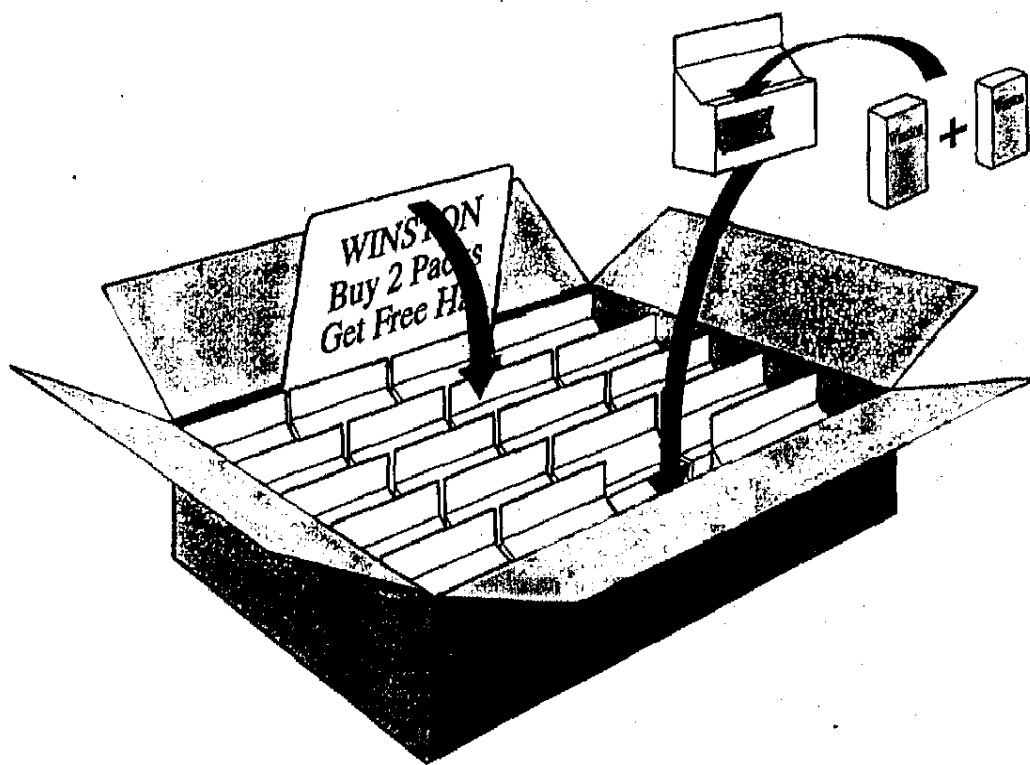
# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

### STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	<i>Light King</i>	<i>Light Box</i>	<i>FF King</i>	<i>FF Box</i>		
Number of Cartons	<i>1</i>	<i>1</i>	<i>1</i>	<i>1</i>		

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